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Consumer markets abroad

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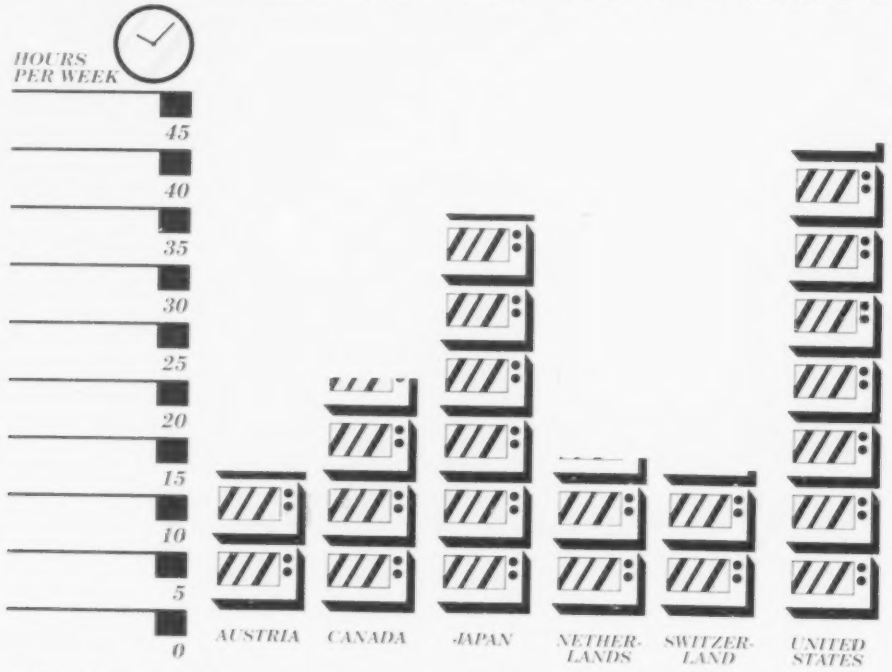
NEGLECTED CONSUMERS: THE AGED ON WORLD TELEVISION

ONE-WAY LOVE AFFAIR

The elderly spend the most time watching television. They see few characters their own age. (Hours per week of television watched by people aged 65 and over in 6 countries, 1980–86)*



* **Note:** *United States figure is for 1986 and is for persons aged 55 and over. Swiss figure is for 1979–80; Canadian, Japanese, and Dutch figures are for 1980; Austrian figure is for 1981.*
Source: Living Conditions in OECD Countries: A Compendium of Social Indicators, *OECD, Paris, 1986, p 108;* 1987 Nielson Report on Television, *Nielson Media research, Northbrook, IL, pp. 8–9.*

In most cultures, television presents a distorted picture of tomorrow's biggest audience.

While world attention has turned to the problems of the elderly, media attention to this group hardly exists. Many studies show that the elderly make important economic and cultural contributions to society long after they reach 65 years of age. But business people tend to underestimate these capabilities—a situation that is most clearly represented in television's neglect of older age groups. As industrialized countries age, such neglect may prove to be a very costly price for business to pay.

In the United States, the elderly are the largest consumers of mass media. People aged 55 and older watch more television than any other age group, and they list television viewing as their most frequent leisure-time activity. In 1986 women aged 55 and over watched an average

(continued on p. 9)

FORMERLY INTERNATIONAL DEMOGRAPHICS
VOLUME 7 NUMBER 4 APRIL 1988

WEST BERLIN: BEYOND THE BARRIERS

West Berliners have made the most of a difficult situation. After a slump in the early 1980s, good fortune is spreading beyond city walls.

As the focus of East-West tension, Berlin reflects hopes for future German unity. Some even consider Berlin to be the true capital of a single nation. For now, however, the city remains resolutely divided. Only East Berlin serves as the capital of the German Democratic Republic (East Germany). And what West Berlin lacks in official recognition, it gains in economic and cultural influence over the Federal Republic of Germany (West Germany), and even over the rest of Western Europe.

Berliners get a lot of attention for making the most out of a difficult political situation, and lately that attention has intensified with the celebration of some unique honors. Last year the city celebrated its 750th anniversary, and recently the European Community Culture Ministers proclaimed Berlin the "European Cultural City for 1988." It is the first German city to win that title—a distinction that not only will bring artists and tourists to the area, but also will boost business.

COPING WITH CONFINEMENT

Of the 20 boroughs of Greater Berlin created in 1920, 12 now form West Berlin. Nearly one-third of the original city was destroyed during the final years of World War II.

Today, Greater Berlin lies 110 miles inside the zone allotted to the Soviet Union following the war (see map, opposite). What was considered the Soviet sector is now East Berlin; the British, French, and American sectors form West Berlin. The 106-mile-long Berlin Wall, built in 1961, effectively divides the 185 square miles and 1.9 million people in the western section of the city from 156 square miles and 1.2 million people in the Eastern section.

Although not constitutionally incorporated, West Berlin is considered to be the eleventh *Land,* or state, of the Federal Republic. Politically, West Berlin functions like two other German city-states, Hamburg and Bremen, or somewhat like Washington, D.C. West Berlin differs from other West German *Länder* in that its parliamentary representatives cannot vote. Nonetheless, four representatives from the city are sent to the *Bundesrat* (West Germany's upper house of parliament), and 22 deputies serve in the *Bundestag* (lower house).

To foster a close association between the isolated city and the rest of West Germany, the government in-

cludes West Berlin in the network of federal agency funding and employment whenever possible. These agencies employ a large number of West Berliners—more than 44,000 worked in all government institutions or agencies in 1986.

PROPPING UP GROWTH

The population of Berlin peaked in 1939, at more than 4.3 million. The devastation of World War II cut the number of people nearly in half, to

WEST GERMANY'S STRAY CITY

The divided city of Berlin is located 110 miles inside East Germany.

Source: Documents on Germany, 1944–1985, *U.S. Department of State.*

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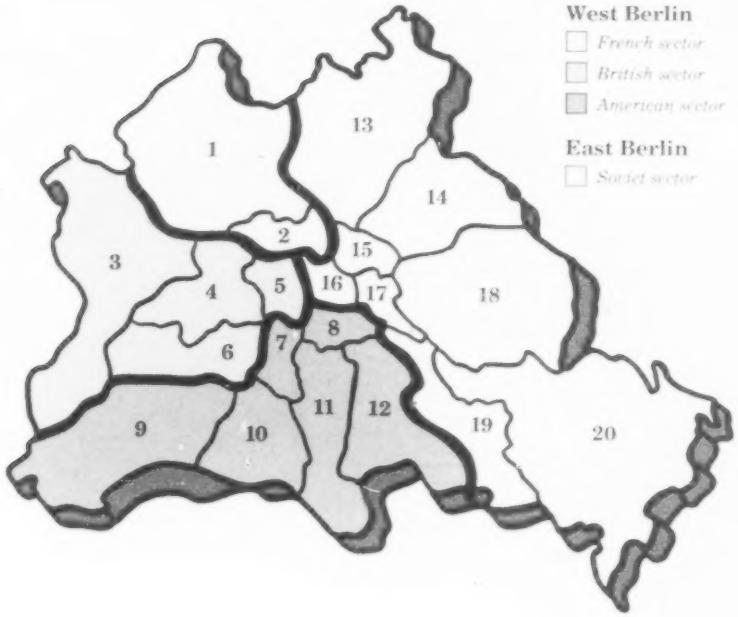
BERLIN IN PERSPECTIVE

West Berlin boroughs may be more populated than East Berlin boroughs, but they are hardly growing at all.



(Populations of Berlin boroughs in 1985 and 1983; annual growth rate, 1983–85; density in persons per square kilometer, 1985)

	Population 1985	*Population 1983*	*Annual growth 1983–85*	*Density (persons per km²) 1985*
Total (East and West)	**3,056,955**	**3,027,530**	**0.49%**	**3,462**
West Berlin	**1,860,084**	**1,854,502**	**0.15%**	**3,874**
1. Reinickendorf	228,971	229,193	–0.05	2,561
2. Wedding	136,702	135,011	0.63	8,877
3. Spandau	192,895	192,186	0.18	2,233
4. Charlottenburg	145,564	147,258	–0.58	4,804
5. Tiergarten	72,000	71,834	0.12	5,373
6. Wilmersdorf	130,722	130,103	0.24	3,800
7. Schöneberg	134,610	136,900	–0.84	10,944
8. Kreuzberg	127,393	128,790	–0.54	12,249
9. Zehlendorf	85,161	83,123	1.23	1,206
10. Steglitz	167,559	166,207	0.41	5,236
11. Tempelhof	162,100	160,773	0.41	3,983
12. Neukölln	276,407	273,124	–0.60	6,156
East Berlin*	**1,196,871**	**1,173,028**	**1.02%**	**2,970**
13. Pankow	135,276	139,173	–1.40	1,723
14. Weissensee†	102,338	98,495	1.95	2,571
15. Prenzlauer Berg	169,445	173,692	–1.22	15,689
16. Mitte	81,740	83,156	–0.85	7,639
17. Friedrichshain	121,623	126,177	–1.89	12,411
18. Lichtenberg†	185,791	186,941	–0.31	7,091
19. Treptow	114,749	118,922	–1.75	2,826
20. Köpenick	122,536	123,725	–0.48	963
— Marzahn†	163,373	122,747	16.55	2,750

* ***Note:*** *East Berlin population figures are for 1984 and 1982.*

† ***Note:*** *Portions of Weissensee and Lichtenberg have been recently subdivided into three smaller boroughs: Hohenschönhausen, Marzahn, and Hellersdorf. Only population statistics for Marzahn, however, are available thus far.*

Sources: 750 Years Berlin: Information 1987, *Berlin Information Center, 1987, p. 6; Lauk, Ernst,* Outlook Berlin, *Berlin Information Center, 1987, Berlin, p. 6.*

Germans are having so few children these days that only migration brings growth to West Berlin.

2.8 million. Today, Berliners east and west of the wall number 3.1 million. West Berlin has shown an almost steady population decline for 20 years—from 2.2 million in 1965 to 1.86 million in 1983. For the first time since the 1960s, the number of West Berliners rose slightly between 1985 and 1986, to 1.88 million.

Even with its population decline, West Berlin is the most populous city in West Germany, a country of many populous urban centers. The city houses slightly more than 3 percent of West Germany's total citizenry in a crowded and confined space. West Berlin's population density is the country's highest, at about 4,000 people per square kilometer. Hamburg, about half as crowded, is the country's second most densely populated city.

Germans are having so few children these days that only migration brings growth to the city. In fact, the slight population gain in 1986 resulted from the influx of foreign workers. From 1984 to 1986, 46,000 more foreigners moved into West Berlin than left. Net migration in 1985, at 21,000, was the highest since 1964. In short, foreigners have become vital to the city.

While ethnic diversity is strong in West Berlin, it is characteristic of other West German metropolitan areas as well. In absolute terms, West Berlin has the most foreigners—about 244,000. But proportionally, nine other West German cities have a larger share of immigrants than West Berlin's 13 percent.

German attitudes toward these newcomers have changed dramatically over the years. Initially, West Berliners courted foreign workers from Turkey, Greece, Yugoslavia, and the Mediterranean region to fill vacant factory jobs. In 1983, West Berlin housed 85,000 guest workers—11 percent of the total metropolitan labor force, compared with 7 percent nationally. Now that the city's unemployment has skyrocketed from 1 percent in 1973 to 10.4 percent today, officials have put an end to hiring non-European Economic Community (EEC) workers. To make their message clearer, they offer financial incentives to send the rootless back home, including the reimbursement of pension contributions.

WATCHING THE CLOCK TICK

Wilmersdorf, Schöneberg, and Steglitz are the "oldest" boroughs.
(Population by age in West Berlin boroughs and in East Berlin, in percent, 1986)

	Under 6	*6 to 14*	*15 to 64*	*65 and over*
West Berlin	**5.8%**	**7.8%**	**67.9%**	**18.5%**
Charlottenburg	5.6	6.7	67.3	20.5
Kreuzberg	8.0	10.1	71.2	10.7
Neukölln	5.8	7.9	68.8	17.4
Reinickendorf	5.2	7.8	67.9	19.1
Schöneberg	6.1	7.7	69.6	16.6
Spandau	5.5	7.8	68.1	18.7
Steglitz	5.6	7.5	65.9	21.0
Tempelhof	5.2	7.6	66.1	21.0
Tiergarten	6.8	8.0	69.0	16.2
Wedding	6.7	8.3	68.2	16.8
Wilmersdorf	4.7	6.5	66.5	22.3
Zehlendorf	5.7	9.0	65.3	20.0
East Berlin	—	**19.0 ***	**69.0**	**12.0**

* ***Note:*** *Includes people under age 6; East Berlin shares are for 1985.*
Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, 1987, pp. 38–39.*

But it may be too late. Nearly one in three people from the West Berlin borough of Kreuzberg is not German. Close behind, about one in five people from Tiergarten, Wedding, and Schöneberg boroughs is foreign-born. In fact, throughout the city, more than one in five children under six years of age has non-German parents, according to the Berlin Information Center.

POPULATION VERTIGO

The stability that migration brings to West Berlin's population count, however, is not expected to continue. And once the foreign influx slows to a trickle, the number of West Berliners will shrink by about 8,000 people per year, according to official projections. Inner-city boroughs, such as Kreuzberg and Tiergarten, will lose the most people.

Projections of the city population are dependent on a vital piece of information: West Berlin has one of the lowest birth rates in the world—9.7 births per 1,000 population. In addition, because so many West Berliners have reached old age, the death rate is high. At 17.8 deaths per 1,000 population, it far exceeds the national average of 11.7 deaths per 1,000.

West Berlin's rapidly aging population strains the city's economic future. Observers forecast heightened political tension, if not social unrest, as the 20-to-60-year-old age group is forced to bear the financial burden of a growing retirement population. Last year, 19 percent of West Berlin's population was aged 65 and over, compared with the national average of 15 percent. More than two-thirds of West Berliners fall into the working-age category 15-to-64, and 14 percent are 14 or younger.

JUMP-STARTING THE JOB MARKET

Charting West Germany's unemployment is like charting Japan's economic growth: Since the early 1970s, the numbers have increased geometrically. In one decade the country went from full employment to more unemployment than during any other post-war year. That peak in unemployment of 9.1 percent in 1983 dropped to 8.6 percent by the next year, but West Berlin's people still suffer. Joblessness in the city continues to exceed the national average.

A FOREIGN FUTURE

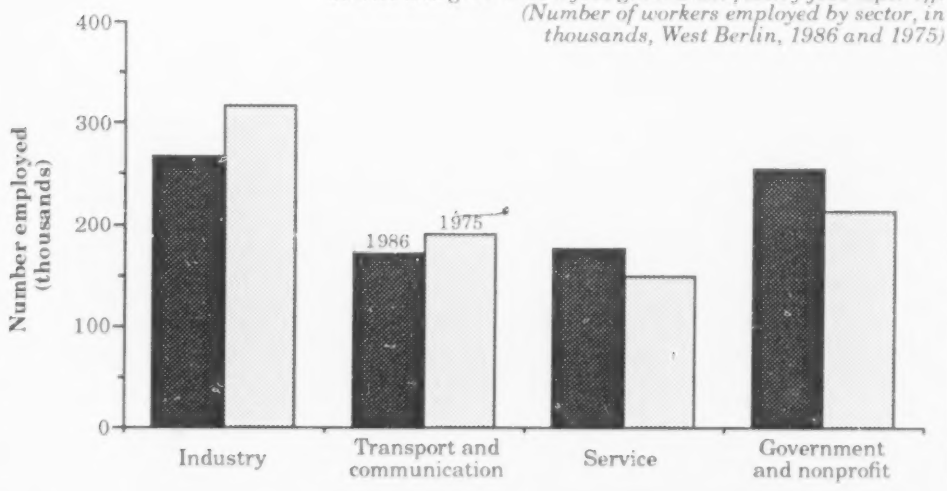
More than one in five Berliners from Kreuzberg, Tiergarten, or Wedding is not German. (Foreigners in West Berlin and its boroughs, by number and percent of total, 1986)

	Total foreign pop.	*Share foreign*
West Berlin	**244,270**	**13.0%**
Charlottenburg	23,652	16.2
Kreuzberg	37,050	28.5
Neukölln	37,252	13.4
Reinickendorf	14,427	6.3
Schöneberg	25,568	18.8
Spandau	18,109	9.1
Steglitz	11,323	6.7
Tempelhof	10,395	6.3
Tiergarten	16,416	22.8
Wedding	29,607	21.3
Wilmersdorf	13,231	10.1
Zehlendorf	6,873	7.9

Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, December 1987, pp. 38–39.*

JOB REPORT

Service and government jobs grow while factory jobs taper off. (Number of workers employed by sector, in thousands, West Berlin, 1986 and 1975)



Note: *The share of West Berliners employed in farming, fishing, and forestry was only 1.4% in 1983.*
Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, 1987, p. 12.*

West Berlin's labor force numbered more than 860,000 in 1985. Eight percent of all workers are self-employed. Twelve percent of its workers are foreign nationals, and their unemployment rate—at 14 percent—exceeds the city-wide average.

In an effort to tame unemployment, West Germany is experimenting with a shortened workweek. In April 1985, the metal industry reduced its average workweek to 38.5 hours from 40 hours, for example. This move is credited with the creation of 50,000 additional jobs in that industry, according to the German Institute of Economic Research in West Berlin. Researchers further estimate that two-thirds of the lost hours were made up by hiring new employees, while the remaining one-third was filled by overtime.

REFOCUS ON SCIENCE

Despite the fact that West Berliners have been cut off from surrounding markets and transport facilities, hard work makes up for what they lose in convenience. The urban economy, heavy in manufacturing, has grown steadily since 1983.

West Germany's reputation in precision engineering starts in the walled city. Electrical engineering is West Berlin's largest industry, with 57,000 workers, or 35 percent of all industrial employment (by payroll) in the city. Mechanical engineering, chemicals, and food processing are next in line. Manufacturing capital goods employs nearly two-thirds of the industrial labor force. Trade, service, and craft-making enterprises also employ large numbers.

But West Berliners are attempting to refocus their strength on high-technology and research-intensive activities. The city has more than 180 university and non-university research institutes with extensive scientific capabilities. Test marketers often use West Berlin to try out new media or telecommunications technologies, since they can closely monitor their test results.

MEDITERRANEANS ON THE MOVE

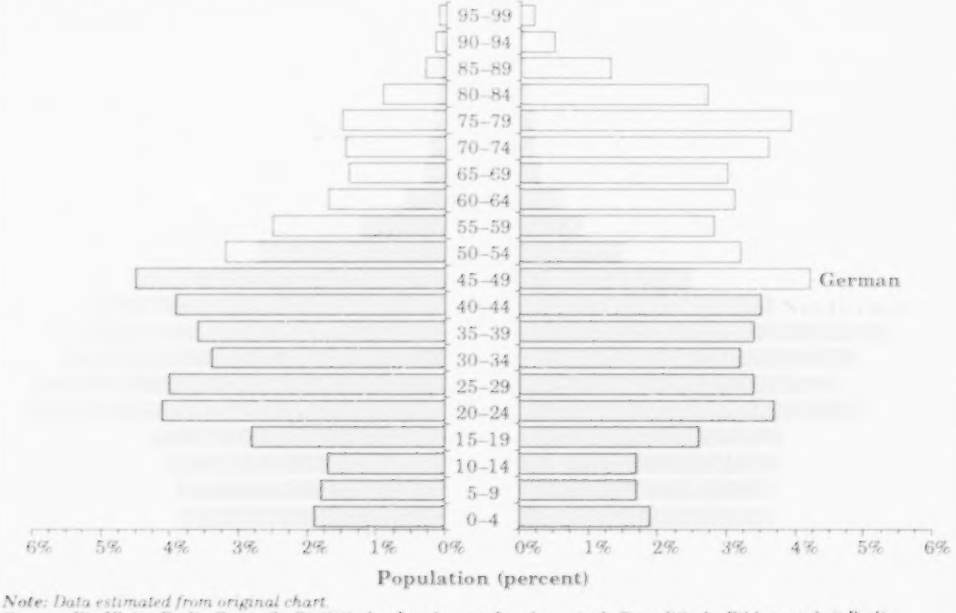
Over half of West Berlin's foreign workers are Turks. (Foreign workers in West Germany and West Berlin, in percent, 1983)

	Share of total foreign workers	
	West Germany	*West Berlin*
Turkish	31.5%	51.7%
Yugoslavian	17.9	17.6
Italian	13.9	3.5
Greek	6.4	3.5
Other	30.3	23.7

Source: Statistical Yearbook for the Federal Republic of Germany 1984, *pp. 40–41.*

RIPE AND READY

Most foreigners are in their prime working years—aged 24 to 59. (Age structure of German and non-German West Berliners, in percent, 1986)



Note: *Data estimated from original chart.*
Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, 1987, p. 8.*

WHAT WEST BERLINERS WILL BUY

West Berliners do get special privileges. To keep skilled workers in the city, the government awards every West Berliner an 8 percent tax-free bonus on his or her gross income. The average weekly income for industrial workers amounts to US$335 for men and US$242 for women. In addition, West Berlin parents get US$23 per child more than other West German parents each month. And despite the furor over "guest workers," those who move to West Berlin for work are still awarded full travel expenses and resettlement grants.

These bonuses, which are supposed to offset the hardships of living an isolated life, give West Berliners more money to spend each month. West Berlin ranks among the top ten West German cities in spending and consumption. Predictably, electronic purchases are large among the 1.1 million households. West Berliners own about 900,000 television sets and one million radios. Cable television is growing in popularity as well. About 220,000 households are "connected" so far.

Housing in West Berlin is not as expensive as in other West German cities. In fact, some describe West Berlin as "a city of tenants." Only one in ten households owns its home or apartment—one-third the share of those in Munich or Hamburg. On average, West Berlin households spend about 18 percent of their monthly disposable income on rent, which in some cases is controlled. Because there are few neighborhoods available for expansion, West Berlin must make the best use of existing housing units. Maintenance and modernization are fast-growing markets in the city.

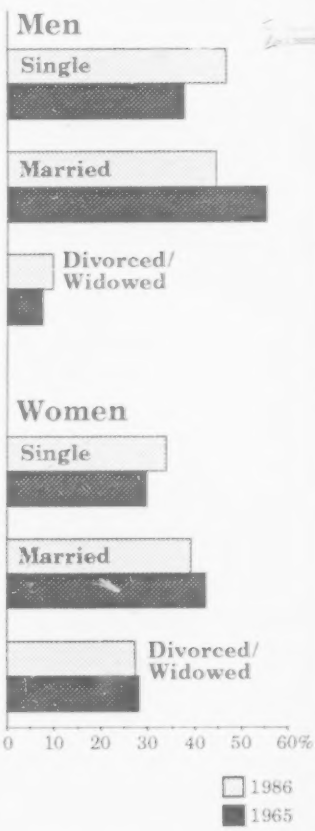
For both young and old the city's cultural attractions take up a significant share of the household budget. More than 2.3 million people attend the theater each year. Film and music are also thriving. More than 466,000 people attend concerts each music season. Cultural costs are shared by the government. State and private theaters receive about DM 100 million each year in art subsidies.

LIKE CLOCKWORK

West Berlin's urban rail system did not always run like clockwork. Initially, the *S-Bahn* (elevated rail system) and the *U-Bahn* (underground rail system) were the responsibility of the East German railroads. However, construction of the Berlin Wall in 1961 prompted a permanent boycott of the city's rail system by many West Berliners, and the market for public transportation shrank. By 1984, the system was losing DM 100 million annually.

SINGLES BOOM

More men and women choose single life than did twenty years ago. (Marital status by sex, in percent, West Berlin, 1986 and 1965)



Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, 1987, p. 9.*

SCHOOL TRENDS

More West Berliners study at university today than did a decade ago. (Number of students by type of school, West Berlin, 1986 and 1975)

Type of school	*1986*	*1975*
Primary school	90,000	143,000
Special school for the handicapped	7,000	12,000
Basic secondary school	10,000	22,000
Intermediate secondary school	15,000	23,000
Comprehensive secondary school	24,000	19,000
High school	41,000	41,000
Vocational/technical schools	60,000	44,000
University	97,000	68,000

Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, 1987, p. 14.*

By agreement among the four Berlin powers, West Berlin authorities now operate the 40 kilometers of track that lie within the city. Trains, buses, and aircraft now depart and arrive on a precise schedule. Both *U–Bahn* and *S–Bahn* service is provided at regular five-minute intervals during rush hour, and extra cars are added as necessary.

Communication and travel between East and West Germany have also improved. At one time, only postal links were maintained across the divide, but now more Germans have east-west telephone service. West Germans can visit family members in East Germany, and since 1984 they can stay in East Germany for a total of 45 days each year. Since the Tripartite Agreement in 1972 (which set the regulations for travel between East and West Germany), West Berliners have made 37 million visits to East Germany.

But east/west visits have been erratic. When East Germany enacted new regulations in 1980 stipulating that all West Berliners visiting East Germany must exchange US$12.00 per day, including pensioners who were previously exempt from any minimum, and that parents must exchange US$3.50 per day for each child aged 6 to 15, visitors balked. Travel from west to east dropped from 3 million visits in 1979–80 to 1.7 million in 1981–82.

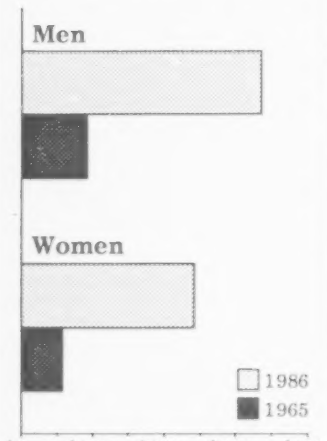
SOURCES

West Berlin is a major trade-fair center with 24 exhibition halls. Information is readily available in English by contacting AMK Berlin Trade Fair and Congress. (AMK Berlin, Ausstellungs-Messe-Kongress GmbH—"AMK") at Messedamm 22, D–1000 Berlin 19 (telephone: (030) 3038-1; telex: 182908).

U.S. offices in West Berlin include the U.S. Mission Berlin, D–1000 Berlin 33 (DAHLEM), Clayallee 170 (telephone: (030) 819-7561; telex USBER–D), and the U.S. Chamber of Commerce, 1000 Berlin 30, Kurfuersendamm 114 (telephone: (030) 24 26 46).

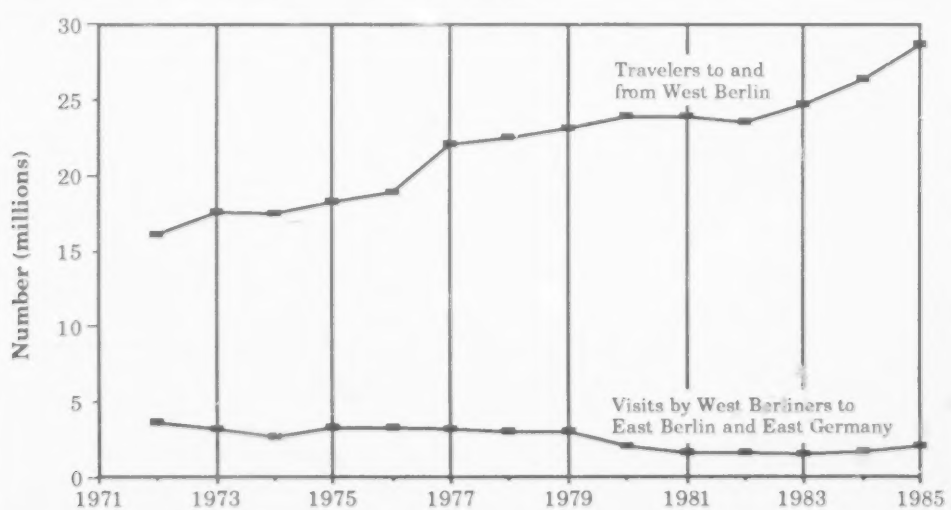
—Linda C. Newcomb
Hampton University

BREAD AND BUTTER
West Berlin workers have prospered since 1965, but women still make 72 percent of men's wages. (Weekly earnings of West Berlin industrial workers, by sex, in current U.S. dollars, 1986 and 1965)



Note: *Earnings were converted using 1986 exchange rates.*
Source: Die Kleine Berlin-Statistik, *Statistisches Landesamt, Landeszentrale für politische Bildungsarbeit Berlin, 1987, p. 36.*

TRAVEL GAP
Despite easier access, travel to East Berlin slows. (Number of travelers to and from West Berlin; number of visits by West Berliners to East Berlin, in millions, 1972 to 1985)



Source: 750 Years Berlin: Information 1987, *Presse- und Informationsamt des Landes Berlin, p. 49.*

*(**Neglected Consumers,** continued from p. 1)*

of 39 hours a week, and men watched 44 hours, according to the *1987 Nielson Report on Television*. Television provides not only entertainment and information, but also companionship. Viewers often identify with television personalities, thus feeling part of a social group.

What is the image of aging outside the U.S.? Several program surveys reveal that the elderly do not appear on much television throughout the world. Compared with their numbers in the general population, the aged are grossly underrepresented on television, and older women are virtually absent from primetime programs. If the media reflect a society's notion of priorities and status, the message is that the elderly are ineffective and unimportant.

The omission of elderly characters begins with children's programming. Analyzing six weeks of cartoons on major TV networks in the U.S., J.M. Bishop and D.R. Krause found few older people, according to their 1984 report, "Depictions of Aging and Old Age on Saturday Morning Television." Of the 378 primary characters in the 106 cartoons sampled, only 25—or 7 percent—were elderly. The millions of children who watched those cartoons also heard 21 incidental remarks about aging, only two of which were positive. The remaining 19 depicted old age as a time of decline and deterioration.

Does the situation improve in cultures that bestow a higher status on the elderly? Surprisingly, there were even fewer elderly characters in Japanese programs than in American programs, and the elderly are on the screen for much shorter periods of time in Japan than in the U.S., according to J. Holtzman and H. Akiyama's study, "What Children See: The Aged on Television in Japan and in the U.S." Among speaking roles, the proportion assigned to elderly characters was 9 percent in American programs and 4 percent in Japanese programs. The total time elderly characters remained on the screen was 3 hours and 27 minutes in the U.S., and only 1 hour and 37 minutes in Japan.

Overall, only one-third of all the characters in Japanese and American children's programming were women, and older women accounted for fewer than 2 percent of the television roles. In spite of cultural differences, children in both the U.S. and Japan are shown a distorted picture of the population structure, and the programs they watch minimize the importance of older persons, particularly women.

The image of the aged on television does not fare any better in less-industrialized societies, where the mass media are just beginning to develop. In Zaire, three serial programs about older people (two of which are aimed at children, featuring a grandfather telling stories) use young actors with makeup to represent the elders narrating old stories rather than using older Zairians themselves, according to N. Kabwasa and A.T. Katawa in *African Gerontology*. As television replaces the oral tradition, the real masters of the tradition are left out.

There exists a popular belief that older persons play a more central role in non-Western cultures than in Western cultures, but this is not evident on television. In fact, the failure to depict older persons on television appears to be a universal phenomenon and may be even more pervasive in traditional societies. This worldwide absence of the aged from television screens not only reinforces the impression that the old are unimportant, but also neglects the growing television audience of the elderly.

—Marsel A. Heisel, EdD
Rutgers University
School of Social Work

***Note:** For detailed source information, contact* Consumer Markets Abroad *editorial offices.*

There exists a popular belief that older persons play a more central role in non-Western cultures than in Western cultures, but this is not evident on television.

FRANCE'S GREEN REVOLT

A nation of shopkeepers warms up to investment.

One need go no further than the nearest French newsstand to find evidence of that country's "green revolution." Kiosks in cities and rural areas alike carry new magazine titles treating every conceivable aspect of finance—once nearly a taboo subject in France.

At least six new finance-related publications have appeared in as many months—three of them during the first week of February alone. Time, Inc. settled on France as the springboard for its European expansion of *Fortune*. Literally within hours of *Fortune France*'s 80,000-run debut, home-grown *Option Finance* appeared. The French daily newspaper of record, *Le Monde*, now includes a separate business supplement with its Friday edition. Conservative *Le Figaro* has a salmon-colored business section that looks strikingly similar to that of the *Financial Times*. Even *Libération*, the newspaper inspired by the May 1968 student uprising, now gives daily stock market quotations.

TAKING RISKS

Most French households hold some sort of savings; upper-income households are the biggest investors.
(Type of investments by age, income, and household type, in percent, 1986)

	Checking account	*Credit card*	*Securities*	*Demand deposits*	*Government bonds*	*Mutual funds*	*Life insurance*	*Home ownership (total)*
Age								
under 30	96%	59%	8%	82%	1%	5%	28%	20%
30 to 39	98	59	17	82	5	10	39	56
40 to 49	97	55	21	81	6	13	46	67
50 to 59	96	40	23	79	11	16	40	73
60 to 69	95	30	26	82	15	19	22	70
70 and over	86	15	22	83	15	13	11	60
Household income								
under US$4,000	80%	15%	5%	69%	2%	2%	8%	37%
US$4,000 to $6,999	87	20	7	76	4	2	12	45
US$7,000 to $10,999	92	32	11	79	6	5	21	46
US$11,000 to $13,999	96	40	13	83	5	9	32	56
US$14,000 to $18,999	99	53	19	86	8	12	41	60
US$19,000 to $28,999	100	60	29	87	12	19	41	74
US$29,000 to $42,999	100	65	49	88	23	37	51	85
US$43,000 and over	100	75	68	83	34	52	56	92
Type of household								
One person	89%	28%	16%	77%	8%	10%	13%	43%
Married couple								
without children	95	40	26	82	13	18	30	67
with 1 child	99	57	19	84	8	13	46	62
with 2 children	99	62	21	87	6	13	49	69
with 3 or more children	95	49	15	81	5	9	44	72
Single-parent families	96	42	11	78	4	6	25	37
Other households	96	38	22	83	12	15	29	62
Total	**94%**	**43%**	**20%**	**82%**	**9%**	**13%**	**31%**	**59%**

Note: *Household income was converted to US$ using the 1986 exchange rate of US$1 = 6.9261 francs.*
Source: Enquête sur les Actifs Financiers 1986, *in* Premiers Resultats, *October 1986, no. 76, Institut National de la Statistique et des Études Économiques, Paris, p. 2.*

When it comes to matters of money, the French have been wary (some might say hostile) to the profit motive. But even for a nation that has the world's largest number of magazines per capita, the recent upsurge and survival of money-oriented publications tells an interesting story. "The French are becoming capitalists despite themselves," comments French financial journalist Phillip Sassier.

What is the profile of these readers who now have an insatiable appetite for matters financial? Any discussion of the new French investor must first turn to his or her holdings, and that story begins with gold.

For longer than any can remember, gold was all that ever glittered for the French, traditionally distrustful of banks and government economic policy. Gold represented a bulk of private investment in the mid-1970s, and France still leads the world in gold privately held—much of it, if one believes the common wisdom, in a *bas de laine* (wool sock) under the mattress. As recently as 1981, French citizens held an estimated 4,500 tons of this precious metal—about twice the amount then in the country's official reserves.

Prime Minister Jacques Chirac's efforts to heat up the economy are cited as causing an upsurge in consumer credit spending. In 1986 alone, household indebtedness shot up by 43 percent over 1985, according to the country's National Credit Council. And credit continued to surge into last year.

About 40 percent of French households carry some form of debt. Two-thirds of the 2.3 million clients of CETELEM (France's leading credit-processing agency) are under age 40. Of the total, blue-collar workers are 42 percent, salaried employees 26 percent, staff management and independents 19 percent, and farmers only 3 percent.

Between 1977 and 1982, French households with investments more than doubled, from 8 percent to 17 percent. From 1979 to 1984, the share of households with investments in stocks and bonds tripled, from 12 percent to 35 percent. And while families devoted more of their budgets to investment, they devoted less to fashion and food.

The financial revolution has reached the grassroots and cuts across incomes and occupations. Sassier estimates that 10 percent of France's 56 million citizens owned stock in 1986. Many of these holders are *petits porteurs* (small investors). About 90,000 investors belong to one of the country's 6,000 or so investment clubs, which began to sprout up at the end of the 1970s. These clubs are second in number only to those in the U.S., and they surpass West Germany's 2,000 clubs. The median age of French investment-club members is 44—younger than most stock market players.

That last fall's *krach* produced no large-scale sell-off is one indication of the new small investor's changed nature. Traditional savings accounts now absorb less than 12 percent of all household expenditures—down from 19 percent in 1975, according to *Economie et Finances Agricoles.*

Though there was no big sell-off, France's stock market is still recovering from last October's Black Monday. But the people's broad interest in international investment has hardly abated, as the publications explosion demonstrates. When one considers past resistance to such feverish investment activity, this climate seems all the more "revolutionary."

—Peter Inserra
Paris, France

Note: *Proceedings of ESOMAR's "Research for Financial Services," a seminar held in Milan at the end of January, are available by writing ESOMAR Central Office, J.J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands. Transcripts are available in English.*

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DISCOVER VANCOUVER, BRITISH COLUMBIA

Boasting a vibrant Chinatown, Vancouver benefits from the newest round of Asian investment.

"Undiscovered" is an adjective that may not accurately describe Vancouver, the largest city in the province of British Columbia. "Selectively discovered" is more appropriate.

While Asians, especially from Hong Kong, are flocking to live and invest in this city of 431,000, Americans and Europeans have been more reticent. Since 1981, one in ten Canadian immigrants (64,000) settled in Vancouver, 47,000 of whom came

UNDISCOVERED MARKETS

from Asian countries. In this westernmost province of 3 million people, there are about 113,000 Asians who call the Vancouver metropolitan area home.

Why has Vancouver become "little Asia"? Several international events have converged to create this boom, the most important of which is the fate of Hong Kong. The island's uncertain future in 1997, when control reverts to the People's Republic of China, has prompted Hong Kong Chinese to plan ahead, and has inspired the Canadian federal government to make room for those plans.

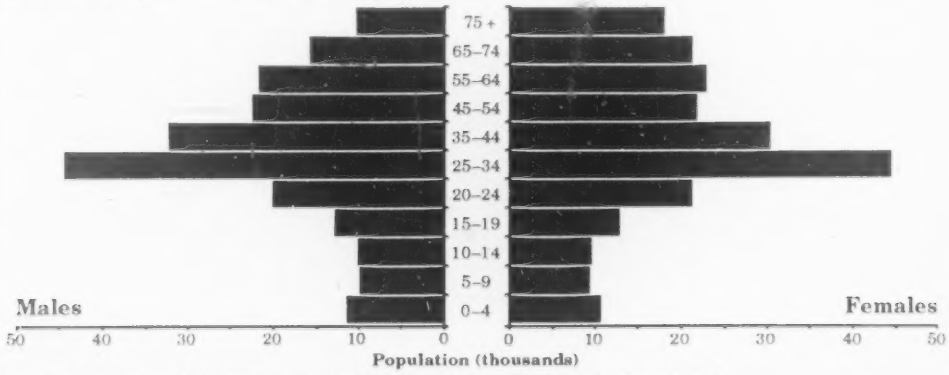
Special incentives for "entrepreneurial class" immigrants and "investor class" immigrants give applicants who can bring substantial resources into Canada the chance to speed up the visa process. Entrepreneurs must "establish or buy a substantial interest in a business that will provide employment for at least one Canadian citizen or permanent resident," according to the British Columbia Ministry of Economic Development. Investors must "have a personal net worth of C$500,000 or more," and must "invest at least C$250,000 for a minimum of three years" in a project that will benefit British Columbia.

The biggest selling point of the Canadian investor program is that these applicants need not live year-round in Canada—a real benefit for islanders who are adopting a "wait and see" attitude with regard to 1997. For the Canadians, the plan has worked: 212 Hong Kong "investors" brought in US$166 million last year, and 51 "entrepreneurs" poured US$52 million into the metropolitan area during the first three quarters of the year. Overall, each Asian investor came to Vancouver with an average of US$1.5 million.

Second, the U.S.-Canadian free trade agreement, which removes most trade barriers in North America, has caught the attention of Japanese investors. By building plants and sending workers to Canada, they hope to watch Toyotas coast south from British Columbia to Washington

COASTAL AGING

Vancouver's age structure is growing increasingly top-heavy.
(Population of Vancouver residents by age, in thousands, 1986)



Source: 1986 Census, Selected Characteristics, Greater Vancouver, *Statistics Canada, p. 5.*

state outside the realm of nasty Congressional trade wars.

While Vancouver's port attracts people from the Pacific Rim, natural resources attract eastern Canadians as well. This city's share of Canada's total population has grown from 4.2 percent in 1951 to 5.5 percent in 1986—a share which is bested only by Toronto and Montreal. Between 1976 and 1981, the Vancouver metropolitan area attracted a net of over 38,000 Canadians from other metropolitan areas. Only Calgary attracted more urban Canadians—over 55,000. And at an annual 8.9 percent, the metropolitan area recorded the fifth highest population growth rate among all of Canada's metropolitan areas between 1981 and 1986.

The city of Vancouver is crowded. On each square kilometer of land there are 3,818 people. Most of those people—71 percent—are aged 15 to 64. A significant share of Vancouverites (15 percent) are aged 65 or older.

Among Vancouver residents older than age 14, as many as 35 percent had not married in 1986. This proportion far exceeds the national share of 27 percent. Nearly 6 percent of those over age 14 are divorced, and more than 8 percent are widowed. Nationally, the shares of divorced and widowed Canadians are smaller at 3.5 percent and 6.3 percent, respectively.

Vancouver's 186,000 households average 2.3 persons. Fully 39 percent of the households are one-person households, compared with 21 percent nationally, and 30 percent are two-person households. Sixteen percent of Vancouver families are lone-parent families.

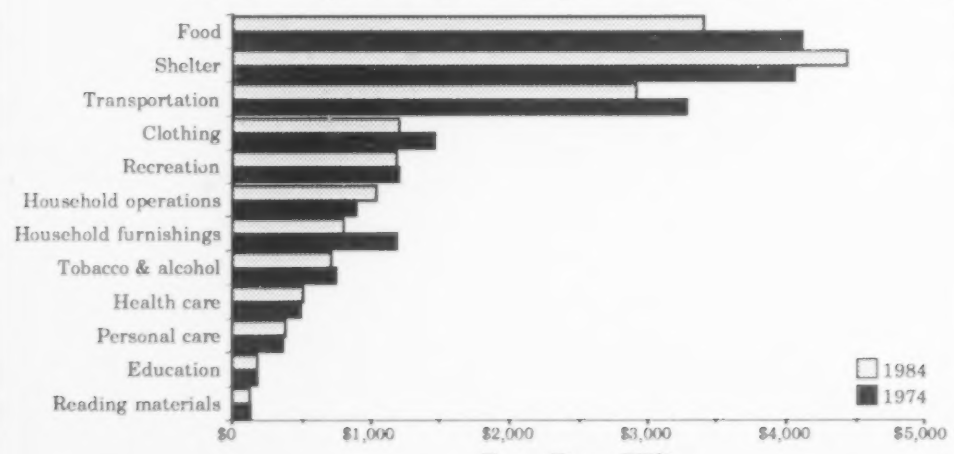
In 1984, Vancouver families spent less than Canadians in other cities, but divided their budgets like other urbanites. Their total expenditures amounted to US$23,300, compared with a 17-city average of US$24,768. Vancouverites devote a larger share of their budget to shelter—19 percent—than do other Canadians, who spent less than 18 percent. But Vancouver residents spend proportionally less on clothing—5 percent, compared with 6 percent nationally.

Vancouver's move away from natural resources into banking and commerce blends well with the growing international character of the city. And with increased North American trade, what has already become the gateway to the east may soon look like the revolving door south.

—Blayne Cutler

VANCOUVER BUDGETS

Vancouverites spend less on food and more on shelter than they did a decade ago. (Household expenditure by commodity, in 1984 U.S. dollars, 1984 and 1974)



Source: Statistics Canada; Government Finance Statistics Yearbook, vol. xi, International Monetary Fund, 1984.

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REGIONS: CONSUMER TRENDS AROUND THE WORLD

OCEANA

***If* Americans go from beef to pasta and beer to carrot juice, what will become of Australians?** Beef, beer, and butter consumption fell dramatically from 1985–86 to 1986–87, according to the Australian Bureau of Statistics.

Lamb eaters are disappearing the fastest; consumption fell more than 11 percent over the two years, while beef and veal eating slowed by more than 5 percent. The no-meat trend started six years ago. Since that time meat consumption has dropped 8 percent.

Dining has also become a sobering experience. On average, Australians drink about 1 liter of alcohol less than they did six years ago—a drop of over 11 percent. Beer drinking fell by 14 percent, while wine tasting grew by 8 percent.

***Do* housemaids, garbage collectors, and miners gain more respect in communist countries than in capitalist countries?** Not in the People's Republic of Ch'na, according to the study "Occupational Prestige in Urban China," by Nan Lin and Wen Xie reported in the January 1988 issue of the *American Journal of Sociology*.

After interviewing nearly 1,800 working adults in Beijing, the authors show that despite historical attempts to criticize intellectual activities, Chinese people still rank physicians, electrical engineers, and university teachers as the three most prestigious jobs. Manual workers, including garbage collectors, drivers, and housemaids, gain the least prestige.

Age and sex make a difference in ranking occupations. Women gave higher ranks to traditionally "female" jobs, such as typist, nurse, and elementary schoolteacher. Men gave natural scientist, athlete, driver, and mechanic more prestige.

***I*magine getting home, smiling at your home robot, eating automatically baked bread, watching your business associate in France as you talk to him on the phone, sending him a facsimile or two from your home facsimile machine, tuning in to some high-definition TV news, and turning off your home computer as you run out the door**. No, it's not *Lost in Space*. It will be one out of every two Japanese homes in 20 years, according to a forecast by the Japanese Science and Technology Agency.

The agency's December 1987 forecast "A Report on the Utilization of Electronics Technology in Home Life" predicts that at least 50 percent of Japanese homes will be equipped with a home computer, TV telephone, facsimile machine, high-definition TV, and comprehensive audio-visual system by 2010. About 45 percent will include a home robot.

The rise in working women will

ASIA/ PACIFIC

INTERNATIONAL DEMO MEMO

Total value of telecommunications equipment that Japanese purchased from abroad in 1986 ..... US$619 million

Total value of fine art they imported in 1986 ..... US$307 million

Sources: Tokyo Customs Office; Japanese External Trade Office.

boost the need for labor-saving devices such as fully automatic washing machines, dryers, and dishwashers. The growth in the elderly population from 10 percent of Japan's population today to 20 percent by 2010 will fuel a demand for in-home communications technology. And the shortened workweek (from 6 to 5 days) will increase people's desire for leisure goods, especially electronics.

Canadians are an increasingly mixed brood. One in four Canadians has ethnic origins that do not include British or French, according to the 1986 Census.

Based on a 20 percent sample, Germans, Italians, and Ukranians follow closely behind the British and French Canadians with 4 percent, 3 percent and 2 percent of the population, respectively. But regional differences are striking. While Germans

rank third in Newfoundland, Nova Scotia, Manitoba, Saskatchewan, Alberta, and British Columbia, Italians rank third in Ontario and Quebec.

Manitoba and Alberta are home to a large share of Ukranians, and British Columbia has the largest share of Chinese among the provinces—4 percent. Fifty-two percent of Canadians in the Northwest Territories and 14 percent in the Yukon are considered "Aboriginal Peoples," which include Inuit, Métis, and North American Indians.

***H*umbling homeland competition—Australia and Canada are more attractive than the U.S. for most Europeans,** according to "Are the United States Number One?" a

survey by the International Research Institutes in Switzerland.

Only Greeks and Italians would choose the U.S. first if they had to live in a non-European country. At least one in three Austrians, Belgians, Danish, Germans, and Norwegians would explore the Outback.

Old cultural ties remain strong: French and Brits picked Canada as their number one resettlement choice, and most Spaniards chose Brazil. Fewer than 10 percent of Europeans in every country except Greece would move to Japan. Even so, more than 30 percent of Europeans in all 12 countries surveyed by IRIS agreed that the U.S. "would be a pleasant country...to live in."

C I T Y S T A T S

WHERE LIFE WILL COST YOU

An American family of four would need to double its income to buy the same goods and services in five of the world's busiest cities. (Average disposable income required for a family of four to maintain the standard of living of a $50,000 income in the U.S.)

Location	*Total annual costs* *	*Location*	*Total annual costs* *
Tokyo, Japan	$194,323	Frankfurt, West Germany	$75,372
Paris, France	112,977	Amsterdam, Netherlands	74,578
Geneva, Switzerland	110,586	Brussels, Belgium	72,253
London, England	105,552	Mexico City, Mexico	56,952
Hong Kong, Hong Kong	104,027	Toronto, Canada	55,362
Singapore, Singapore	98,522	Standard City, U.S.	50,000†

* ***Note:*** *These costs include housing, transportation, and goods and services for a famly of four, not including taxes.*
† ***Note:*** *This figure includes taxes.*
Source: Expatriate Costs in Popular Destinations, *2/1/88, Runzheimer International, Rochester, Wisconsin, p. 3.*

State International Trade Offices

An important resource in finding overseas marketing information is your state international trade office. Each state has a local office, and most have a sister office abroad. Thirty-two states will do custom research. The major state international trade offices are listed below.

California:
California State World Trade Commission, 1121 L Street, Suite 310, Sacramento, CA 95814, (916) 324-5511 (Offices in Tokyo, Japan and London, England)

Georgia:
Division of Trade, Department of Industry and Trade, P.O. Box 1776, Atlanta, GA 30301, (404) 656-3538 (Brussels, Belgium; Tokyo, Japan; Toronto, Canada; and Seoul, South Korea)

Illinois:
International Business Division, Illinois Department of Commerce and Community Affairs, 100 West Randolph, Suite C-400, Chicago, IL 60601, (312) 917-7164 (Brussels, Belgium; Sao Paulo, Brazil; Hong Kong; Osaka, Japan; and Shenyang, China)

Massachusetts:
Office of International Trade, 100 Cambridge Street, Room 902, Boston, MA 02202, (617) 367-1830

New York:
International Division, Department of Commerce, 230 Park Avenue, Room 2240, New York, NY 10169, (212) 309-0502 (Tokyo, Japan; Wiesbaden, West Germany; London, England; Milan, Italy; and Toronto and Montreal, Canada)

Texas:
International Business Development Department, Texas Department of Commerce, P.O. Box 12728, Austin, TX 78711, (512) 472-5059 (Mexico City, Mexico)

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Going International Safely, Going International Film Series, Part 7, Copeland Griggs Productions, 411–15th Avenue, San Francisco, California 94118, (415) 668-4200; 30 min.; $500 corporate, $350 nonprofit.

If an international traveler's chances of facing terrorism are about as great as dying from a dog bite, and far less than drowning in a bathtub, why has Copeland Griggs Productions added **Going International Safely** to its **Going International** video series?

The answer is that terrorism is a threat which people can do something about. And there are many more common "avoidable" threats to travelers identified in the film. Arrest, illness, and natural disaster are some of the frightening possibilities that optimistic travelers rarely envision or prepare for during their foreign stay.

Officially, only 3,000 U.S. citizens are arrested in foreign countries annually. But the real figure is estimated at 10,000, according to Richard Atkins of the International Legal Defense Counsel. People can avoid most of these arrests with some basic knowledge of local law. It is possible, as on-location scenes illustrate, to wind up in jail for overcharging your credit card in Greece, for drinking in Saudi Arabia, or for being hit by a car in Mexico. And the penalty for drug possession in Malaysia is death.

"One out of every ten travelers outside the country will have a significant medical problem," asserts Dr. Michael Cowan, President of the American Aeromedical Corp. Basic tips, he explains, such as bringing twice as much over-the counter and prescription medication as you think you will need, and splitting it up into two places, have saved lives overseas.

By emphasizing what *not* to do abroad, **Going International Safely** picks up where the previous six films left off. Each film addresses one aspect of living and working in a foreign culture, and teaches basic cultural "rules" through humorous anecdotes. Never, for instance, show the soles of your feet to a Saudi businessman, hand him a document with your left hand, or ask about his wife.

In addition to the Going International series (textbook included), Copeland Griggs produces custom-made films and offers seminars on cross-cultural issues.

—Blayne Cutler

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